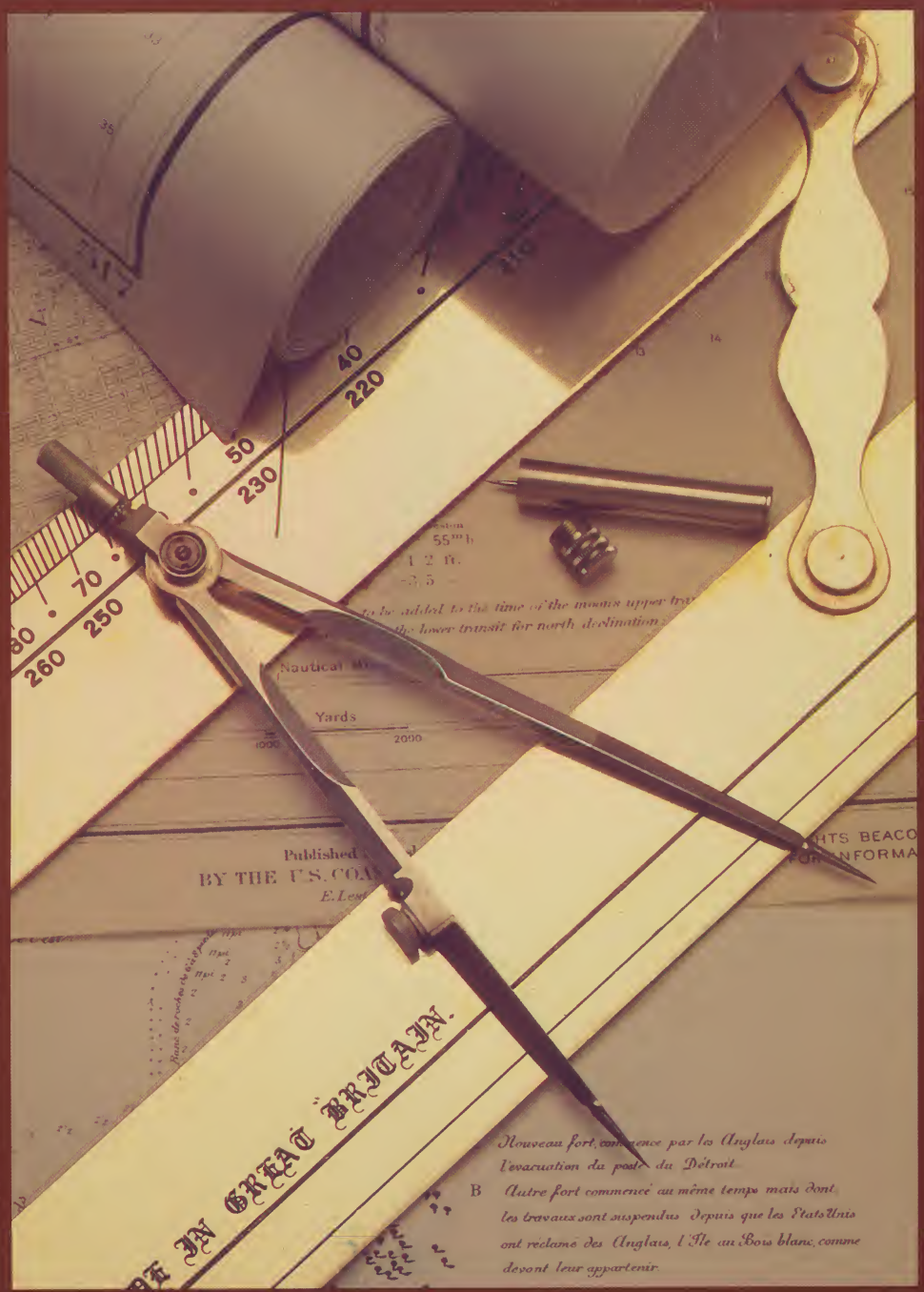
INFORMAP:

COMPUTERIZED MAPPING'S SECOND DECADE

Synercom Technology Inc.



In the nineteen-seventies many organizations began to reap the benefits from INFORMAP — a powerful computer system for interactive mapping and geographic data base management. Gas, telephone, and electric utility executives now point to unique computer generated maps and printouts to substantiate their reports to regulatory commissions. Local governments now refer to computer reports on tax appraisal, land use, and planning records that have been continually updated in pace with their community's growth. By keying in a street address or intersection, energy gathering and distribution firms know exactly where to dig, how deep to go, and what they will find when they service underground facilities — all without having to go to the map room. Mapping and drafting departments as well as service firms are achieving substantial productivity increases in spite of skilled labor shortages and budget cuts. These and many more gains are being reported from around the world by users of INFORMAP — gains provided by a technology that was virtually unheard of ten years ago.

A SOLID FOUNDATION

The nineteen-seventies were exciting years for Synercom Technology, Inc. — a period in which we both conceived an interactive mapping system and developed it into the efficient geographic data management tool INFORMAP is today. Yet, our vision of the second decade makes the seventies seem dull by comparison. We see growth of near geometric proportion; growth that is built on the solid foundation of Synercom as a company and INFORMAP as a product that is stimulated by ever more demanding requirements.

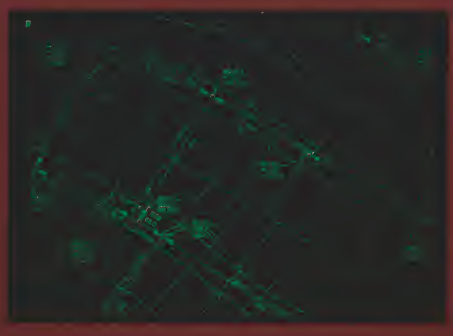
Synercom went beyond graphics techniques when planning INFORMAP and recognized that the maps and associative information contained on maps represented a valuable resource. To enable this resource to live up to its potential, Synercom structured a geographic data base logically and compactly so that the user views it as one continuous map — a map that he can efficiently exploit for production of diverse reports and engineering applications. Flexible output features enable the production of special purpose maps of any scale, density, or range as well as reports formatted to suit the user and the application. The end result is better management at a fraction of the time and expense associated with manual methods.

RETURN ON INVESTMENT

Practical, user oriented capabilities have helped ensure that Synercom clients receive a quick return on their investment in INFORMAP. Towards this end our hardware system has been configured with components provided by the number one suppliers in their respective fields. The Digital Equipment Corporation (DEC) minicomputers, for example, are universally respected. By designing our INFORMAP software to operate with the standard DEC operating system we have retained the option for the user to optimize the value of his computer for use with other business and engineering applications.

INFORMAP's data capturing techniques have been designed to provide fast and reliable data entry which is continuously checked for accuracy, and positionally rectified according to sophisticated coordinate geometry functions. These activities are performed on-line to enable immediate viewing in accurate perspective. By making use of operator prompting techniques, the INFORMAP system helps oversee data entry activities by asking the operator to provide certain information. Features such as these allow plant records and drafting personnel with no prior experience to become proficient operators after a brief training period.

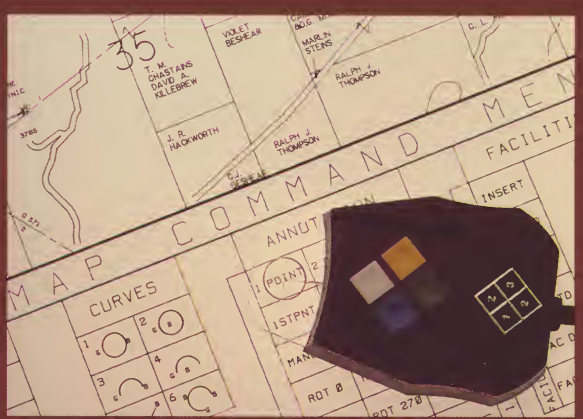
Another sure way of enhancing the return is to ensure a smooth and quick transition from manual to computerized methods. Each INFORMAP client comes to Synercom with a unique set of symbology and data handling requirements. Rather than force the client to adapt their methods of operation to INFORMAP, the system adapts to the client. At the pre-delivery workshop, client administrators and Synercom analysts work together to tailor INFORMAP to the client's needs. These personnel are also instructed in the techniques of integrating additional features as needs develop



or change with time. INFORMAP's flexibility also allows different agencies to simultaneously share an INFORMAP system and base map, but have distinct display and operating modes, data structures, and security restrictions for otherwise independent operation. The end result is a system that is in production in the shortest possible time.

The investment made in creating a geographic data base is often greater than that made in acquiring INFORMAP. To protect that investment from depreciating in value as the user's requirements change, Synercom's data structure has been logically organized to provide complete flexibility. The system uses tables of symbols, character fonts, line formats, secondary annotation, and data relationships that are all designed and initiated external to the data base. This allows future requirements that had not been foreseen in the initial data base tailoring to be met easily and effectively as they develop.

INFORMAP's design/drafting subsystem can further increase the return on investment by enabling the user to perform engineering drafting activities concurrently with mapping activities. These drafting capabilities have a proven record of providing productivity increases in excess of one to ten while improving accuracy, standardization, and quality.



INDUSTRY SPECIALIZATION

Industry specialization has always been a primary operating philosophy of Synercom. The field of computer graphics is very broad with diverse applications reaching into literally thousands of industries and professions. To make INFORMAP the industry leader, Synercom employed and consulted with mapping and industry experts around the world. In so doing Synercom became the experts — the specialists in interactive computer mapping and geographic data management.

Our expertise has become widely recognized, with INFORMAP serving as the foundation of prestigious mapping projects around the world. Among these are the joint utility mapping project in Burnaby, British Columbia; the Metrocom tax and public works mapping project in Houston, Texas; China Light and Power in Hong Kong, and many others. Geosource Inc., a leading geophysical exploration firm has also used INFORMAP as the basis of its highly specialized energy resource mapping system. Furthermore, the results of a long term cooperative effort between Synercom and internationally respected Wild Heerbrugg, Ltd. of Switzerland now permits photogrammetrists to have single source availability of a full turnkey interactive stereo mapping and geographic data base management system.

During the past brief decade, INFORMAP has earned international respect as it has continued to grow in power and capability. The marketing of INFORMAP, previously an educational process, has changed dramatically over the years. System buyers today are sophisticated, knowledgeable people who know what they need and make evaluations based on both immediate and long term goals.

AND NOW THE EIGHTIES

Synercom is dedicated to a continuing development program that will keep INFORMAP the industry pacesetter. Synercom will continue to provide INFORMAP clients with powerful new software releases under the Program Product Update Policy to augment their existing systems. We will continue to apply ourselves to the assured long and short term success of each installed system. To keep our development activities in line with the users' requirements, Synercom will continue to query our clients for new ideas or problem areas to which INFORMAP could be applied. The INFORMAP Users' Group also adds to this directional input while serving as a valuable forum for the exchange of ideas and insights on making optimum use of their systems.

Synercom is investing substantial hardware and personnel resources to advance the technology of interactive mapping and geographic data base management. These investments will yield a rich harvest in the form of new workstations, processors, display technologies, peripheral devices, and software capabilities. Whenever possible and practicable Synercom makes these new offerings compatible with our installed systems. This assures that our clientel can take advantage of INFORMAP today, without the concern of being made obsolete tomorrow.

We are excited about the future and the success INFORMAP has had serving the needs of industry. INFORMAP is a powerful system growing stronger, and Synercom is a thriving corporation as concerned and involved with its newest client as with its first. By having laid a firm foundation with our basic product, by observing the higher principles of sound business practice, and by industry specialization, Synercom has set the stage. In the nineteen-eighties Synercom will set the pace.